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ABSTRACT

This book provides effective approaches for designers, information architects, and web site managers who are faced with sites that are becoming difficult to use and maintain. The book is divided into 10 sections. Chapter 1: "What Makes a Web Site Work" considers site users needs when designing the architecture; Chapter 2: "Introduction to Information Architecture" provides context for the field and describes the information architect's role; Chapter 3: "Organizing Information" describes options for building organization structures and organization schemes that meet the needs of various audiences; Chapter 4: "Designing Navigation Systems" gives choices to make a web site browsable; Chapter 5: "Labeling Systems" presents approaches to determining and creating effective and descriptive content labels that site users will understand; Chapter 6: "Searching Systems" sheds insight into how people search and describes indexing and search interface improvements that result in better searching performance; Chapter 7: "Research" focuses on learning about the site's mission and vision, budget, timeline, audiences, content, and functionality; Chapter 8: "Conceptual Design" provides tools and approaches to capture ideas to drive information architecture; Chapter 9: "Production and Operations" describes how blueprints will affect and guide the production of the site; and Chapter 10: "Information Architecture in Action" is a case study (Henry Ford Health System) that demonstrates the evolution of an information architecture for a real client. (Contains an index.) (AEF)

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